



*broken sheep llc*  
helping churches embody 1 > 99



Apps for Churches  
Eric Seiberling

*Is there an  
app for that?*





*broken sheep llc*

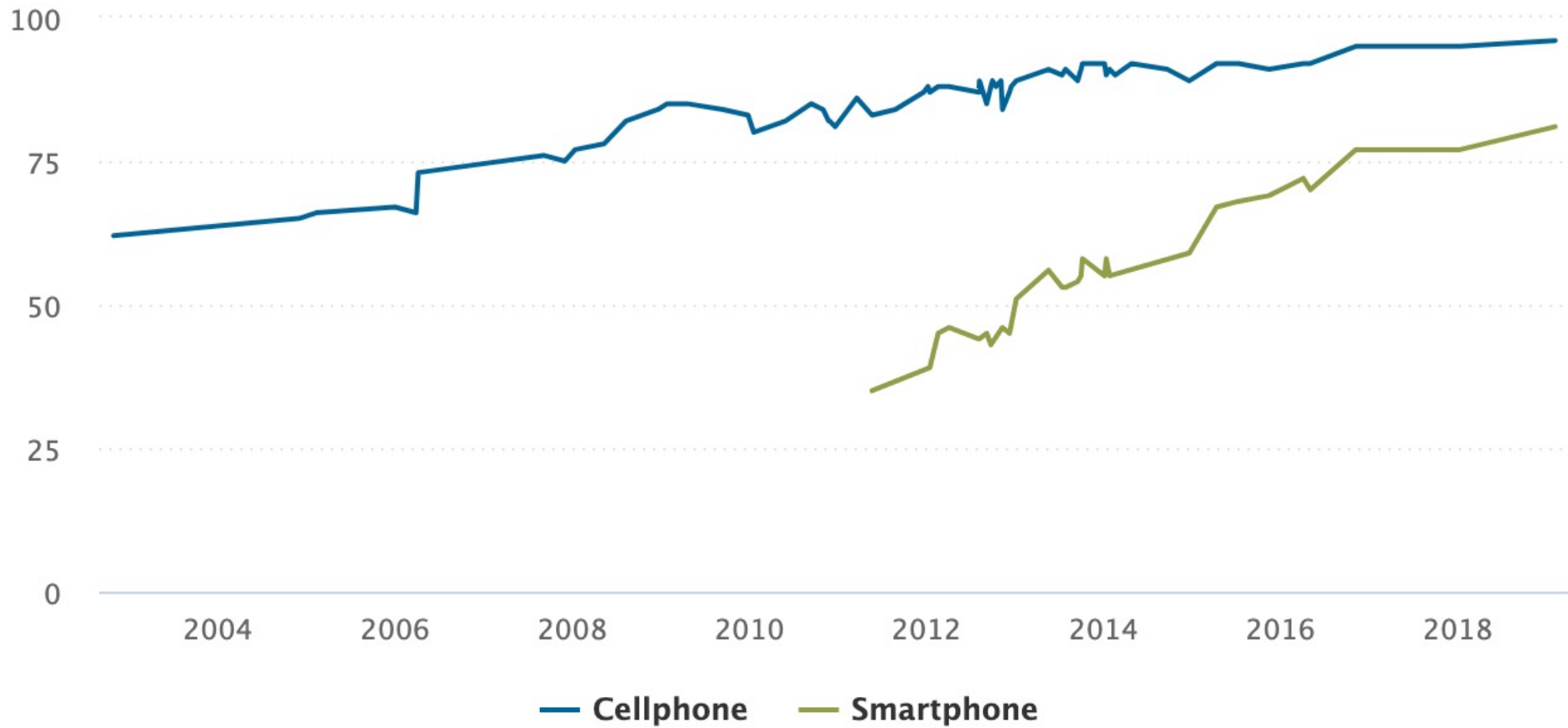
helping churches embody 1 > 99



Kim's a successful pastor for 18 years.  
Eric is a Fortune 500 marketing exec.

Together, we combine the best of the secular corporate world and church practice to deliver the newest skills and trends with a sound theological understanding to create positive change.

*% of U.S. adults who own the following devices*

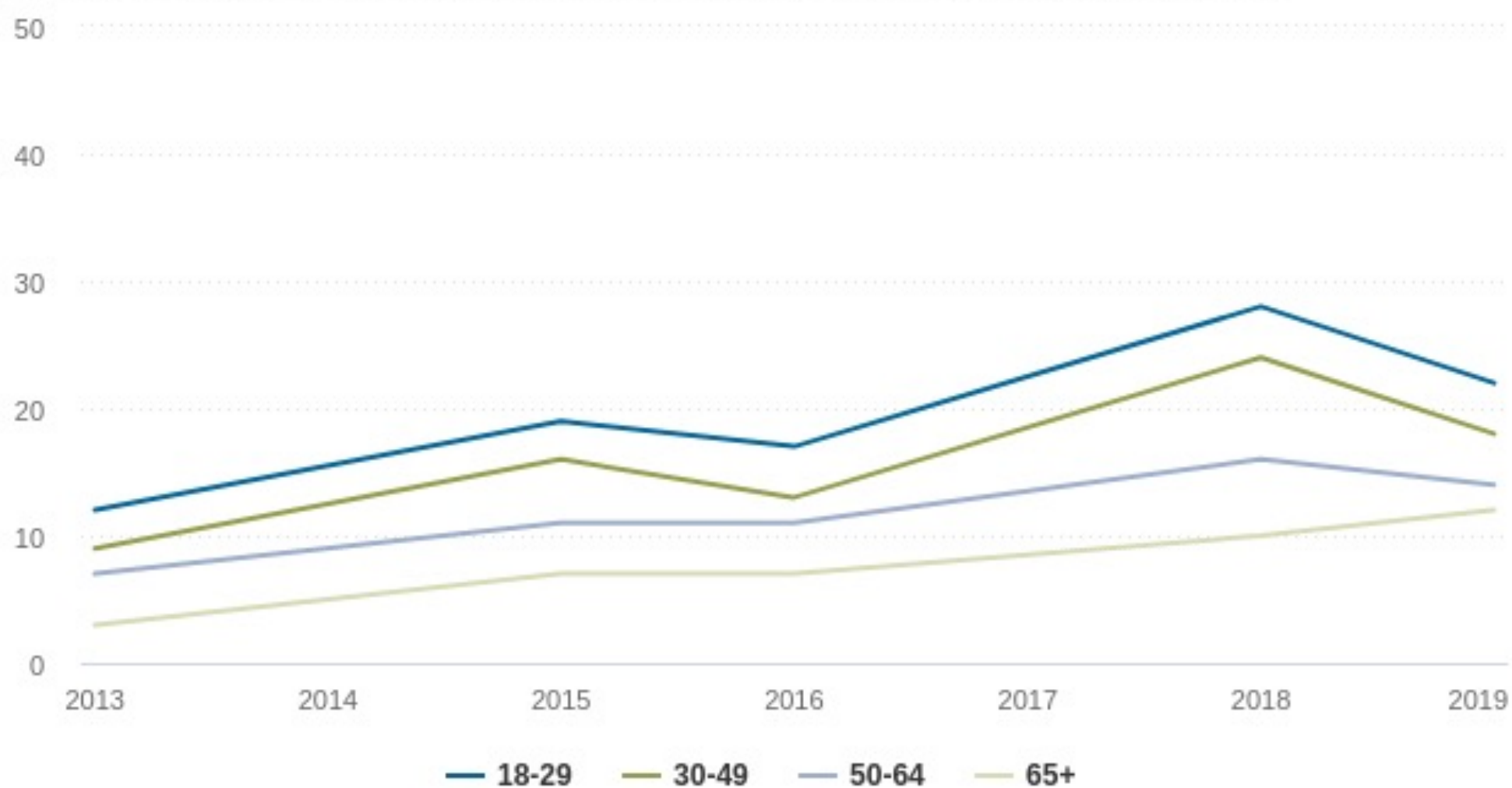


# *Growth of Smart Phone Usage*

Source: Surveys conducted 2002-2019.

# Smartphone dependency by age

*% of U.S. adults who do not use broadband at home but own smartphones, by age*



# Why should my church build an app?

**This all comes down to increase engagement with people.**

- Improved ability to communicate.
- Discipleship within an “arm’s reach.”
- Increased giving.
- Ability to track the effectiveness of your communications.

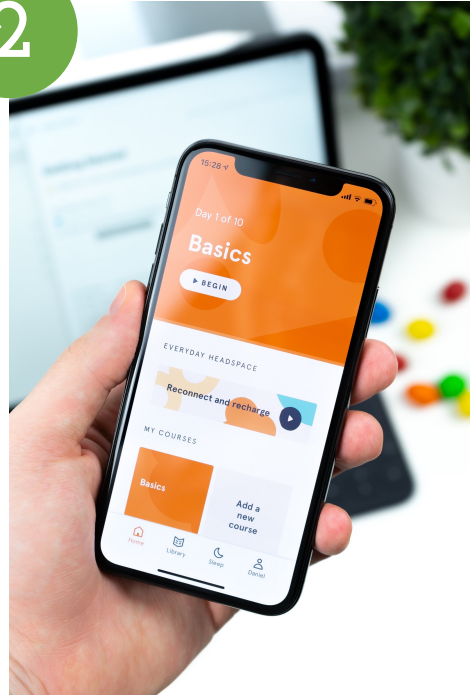
# Four Steps to Build Your App Strategy?

1



Who is the app for and why would they use it?

2



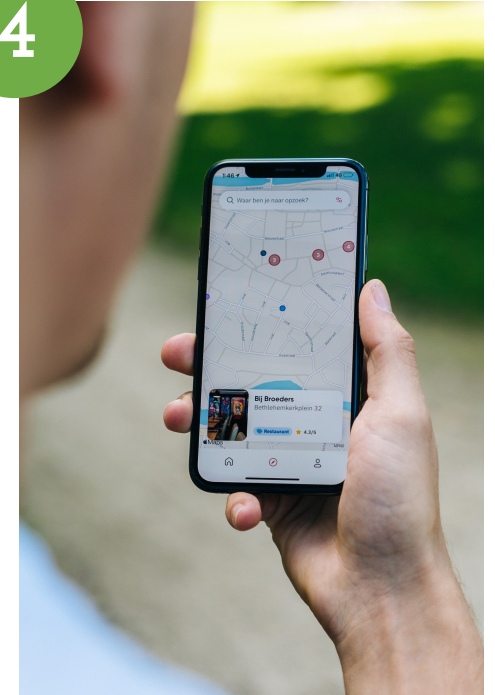
What do you want the app to do?

3



How do I want to build the app?

4



What should I keep in mind?

*#1 Who is the app for?*



*Understand  
your audience  
and what they  
need.*



“New  
Person”

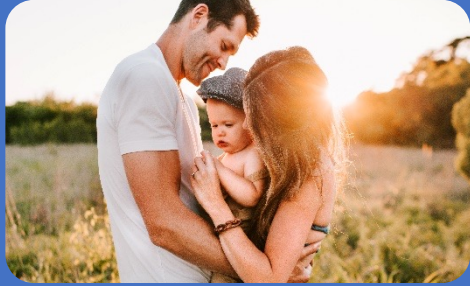


“Regular  
Attender”



“Active  
Member”

# What do people need to know?



## New Person - "Is this the right place for me?"

- What is Worship Like? (times, styles, sermon)
- Will this church meet my needs? (life stage, issues, gaps)
- Will I fit in? (theologically, demographics, psychographics)



## Regular Attender - "What is going on this week?"

- What is going on? (activities and happenings)
- How do I get involved? (ways to volunteer)
- How do I stay connected? (ways to make friends)



## Active Member - "What do I need to do?"

- How do I keep up with what I need to do? (coordination)
- Why and how should I give? (giving and stewardship)

# What are some key needs?

- **INFORM** - What information are they looking for?
- **LEARN** - What do they want to learn and understand?
- **CONNECT** - How do they want to relate to one another?
- **ACTION** - What do they want to do?



#2 What should  
the app do?

1.  
USER  
GOALS

# Brainstorm Ideas for your App

INFORM - What information are they looking for?	LEARN – What do they want to learn and understand?	CONNECT – How do they want to relate to one another?	ACTION - What do they want to do?
<ul style="list-style-type: none"><li>• Calendar of events</li><li>• Blog</li><li>• Push Notifications</li><li>• Church Bulletins &amp; Worship Assistant</li><li>• Newsletters</li></ul>	<ul style="list-style-type: none"><li>• Bible on the Go</li><li>• Sermons Library</li><li>• Weekly Devotions</li></ul>	<ul style="list-style-type: none"><li>• Prayer Requests</li><li>• Small Groups</li><li>• Social Networks</li></ul>	<ul style="list-style-type: none"><li>• Polls &amp; Surveys</li><li>• RSVPs</li><li>• Giving</li><li>• Contact us</li></ul>

# Now create priorities of functions based on your desired user!

INFORM - What information are they looking for?	LEARN – What do they want to learn and understand?	CONNECT – How do they want to relate to one another?	ACTION - What do they want to do?
<ul style="list-style-type: none"><li>• <b>Calendar of events</b></li><li>• Blog</li><li>• <b>Push Notifications</b></li><li>• Church Bulletins &amp; Worship Assistant</li><li>• Newsletters</li></ul>	<ul style="list-style-type: none"><li>• Bible on the Go</li><li>• Sermons Library</li><li>• Weekly Devotions</li></ul>	<ul style="list-style-type: none"><li>• <b>Prayer Requests</b></li><li>• Small Groups</li><li>• Social Networks</li></ul>	<ul style="list-style-type: none"><li>• Polls &amp; Surveys</li><li>• RSVPs</li><li>• <b>Giving</b></li><li>• <b>Contact us</b></li></ul>

# #3 How do I build an app?



# Responsive Websites

- Wordpress, Wix, Weebly, SquareSpace, and others all have responsive templates you can use.
- Some also allow changes in graphics and layout depending on the tool.
- Cheapest option but requires internet connection.





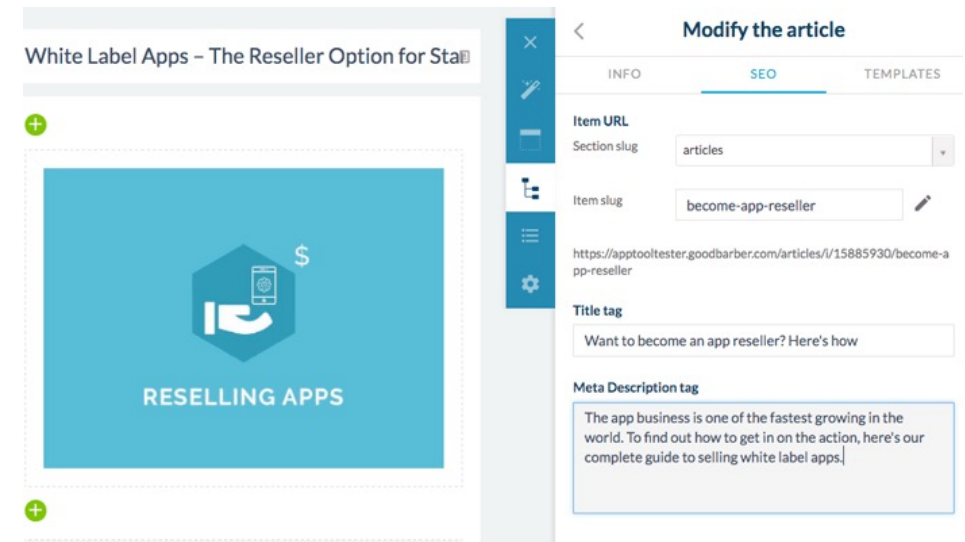
# Use your CHMS

- A number of church management software packages provide "apps" your church can use.
- A few include:
  - Tithe.ly
  - Church Community Builder
  - Text In Church (communications only)

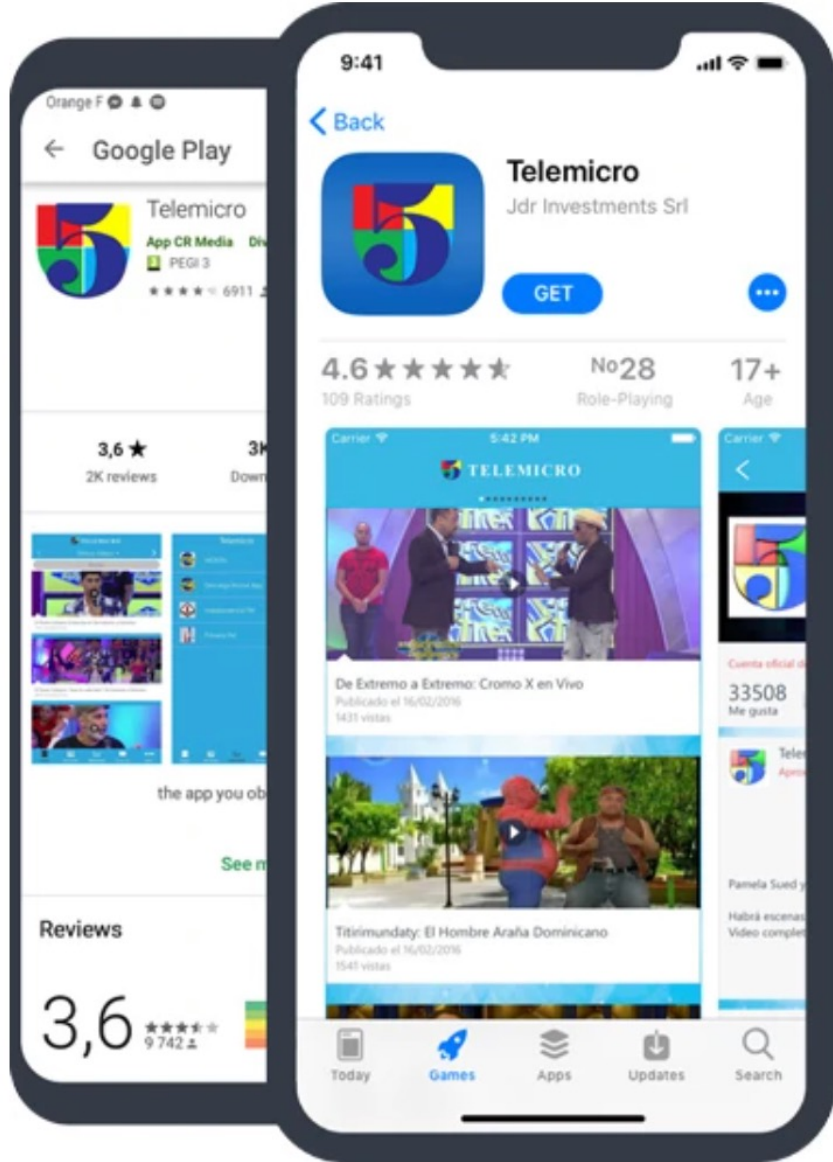


# Progressive Web Apps (Hybrid)

- Simple way to build an app. (kind of) vs. building a native app.
- Provides a “native app” experience with a “web backend”
  - Can operate offline
  - Can Add app to Home Screen
  - Push Notifications
  - Secure
- Mainly for Google OS. Some issues with building iOS apps (meaning Apple).
- Vendors include GoodBarber, AppInstitute, BiznessApps, AppYourself, and AppyPie, amongst others.
- Price: \$50/month or more



# Build a native app



- You can use an app maker or hire an agency to support your app development.
- You will also need to get the apps approved by the stores so they can be downloaded.
- A few include GoodBarber, AppyPie, My Pocket Church and many others.
- Development cost can reach \$1,000+. Monthly fees vary greatly.

# Hints and tips for getting started!

- Focus on the core audience...people who are already connected with your church. This is NOT an outreach tool.
- Always think about how people will get value from the app.
- Start simple and then add to it. Do not try to do too much.
- Stay focused on usability. Test, Test, Test!
- Measure what people are using and constantly improve.

# Let's Chat!



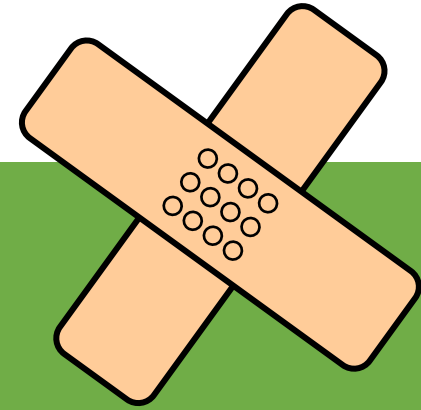
broken sheep llc

helping churches embody 1 > 99

Eric Seiberling  
eric@brokensheep.com



*broken sheep llc*  
helping churches embody 1 > 99



[www.brokensheep.com](http://www.brokensheep.com)